

Jason Swenk

Founder, Creator, Designer at Goalvator

Atlanta, GA, US

Chief Innovation Officer / DIGITAL-PRENEUR

Biography

I'm NOT going to tell you I'm an expert... but what I will tell you is I'm thrilled you're here, because we're very similar. I started my career jumping into the Internet boom in 1999. I had a great passion for technology and marketing, so I started a digital agency. It was just me for a while and then I started getting more clients and decided I need to hire my first employee. What a big and scary event. Luckily it worked out and I hired many more to grow the agency to a multimillion dollar company. I had some of the best clients in the World from Aflac, Lotus Cars, Hitachi, AT&T, Coke and Legal Zoom but it was not easy getting to that level. I had to learn quickly while walking on fire and not stepping on the client land mines. In 2011, I was lucky enough to have my agency acquired and then just 7 months later got acquired again by a public company. What a ride! After taking a brief vacation, I dreamed up an innovative way of changing your bad eating habits, by taking pictures of everything you eat and sharing them with your friends, through an iPhone app called Goalvator. I also joined on with Payscape as their Chief Innovation Officer, where I am responsible for managing the technology, innovation, marketing, and product direction of multiple brands, innovation process, and creative & development teams. Over the past decade, I have operated outside the box and always challenged the status quo. I have done almost everything a small business needs from marketing, creative, operations, project management, sales, technology, clean the bathrooms and much more.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Advertising/Marketing, Health and Wellness, Internet

Areas of Expertise

Digital Agency, Small Business, Innovation

Sample Talks

8 Steps to Creating a Winning Proposal in

The step by step guide will reveal the secrets of how to successfully develop a proposal that can win you clients like AT&T, Legal Zoom and Hitachi.

Event Appearances

The Future of Social CRM
Microsoft Convergence

"Growth of the Mobile Web"
Technology Association of Georgia

"Creating Innovation in the Work Place"
Metro Chamber of Commerce

"Corporate Borders-How to Break them Down?"
Cloud Business Expo

Education

Florida State University
Bachelors of Science Management Information Systems

Accomplishments

Built and sold for profit a multi-million dollar marketing company.
Attracted top talent by creating a "Best Place to Work" culture publicized by the Business Chronicle and achieved world-class industry status.

Published my book on Amazon about How to Design a Great Website and Not Get Screwed
Published my book on Amazon. "How to Design a Great Website and Not Get Screwed" The Guide will reveal the secrets of how to successfully develop and launch your web project from planning, hiring, designing, controlling, and marketing your website without breaking the bank.

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